

CREATIVE AMSTERDAM

WHO?

Sixteen partners

Creative Amsterdam is an initiative of 16 partners:

- ▶ seven municipalities
- ▶ three provinces
- ▶ two chambers of commerce
- ▶ three implementing bodies
- ▶ Ministry of Economic Affairs of the Dutch government

MORE INFORMATION?

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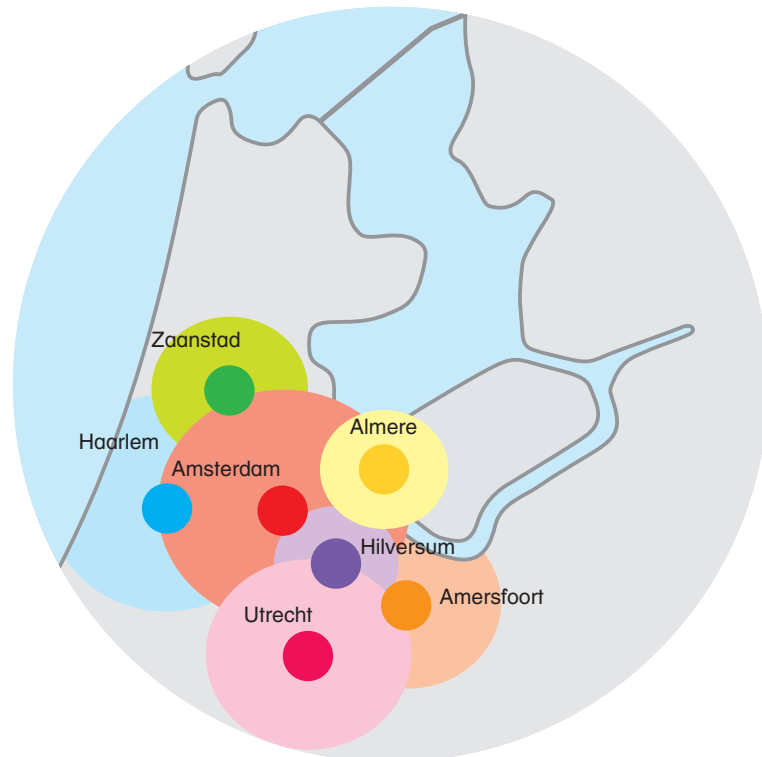
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The television concept Big Brother, Marcel Wanders' Knotted Chair, the Rietveld Academy, Dick Bruna's Miffy books, Paul Verhoeven's film Basic Instinct, advertising campaigns by KesselsKramer, Rembrandt's paintings, fashion by Viktor & Rolf....

All of these are among the creative calling cards of the Amsterdam Metropolitan Area. Now, to further strengthen the creative industries in the region, Creative Amsterdam has been set up.



The Creative Industries Art: performing and visual arts, theatre, galleries, museums Media and entertainment: publishing, radio, TV, film, video, gaming Creative business services: advertising, photography, design, fashion

WHAT?

Creative Amsterdam: creating opportunities

Creative Amsterdam stimulates the creative industries in the seven cities of the Amsterdam Metropolitan Area. The programme was initiated in 2007, with a pledge to cooperate on the part of the region's local government and other organisations.



More creative businesses

The Amsterdam Metropolitan Area is the fifth biggest creative metropolis in the world. Many companies base themselves here because the area is easily accessible, creatives want to live here, and innovation and commerce go hand in hand. However, creative players can not always find each other. This is what Creative Amsterdam intends to change.

Creative Amsterdam aims to promote:

- ▶ The establishment of (international) creative companies in the region
- ▶ The take-up of products and services from creative companies in the region by (international) businesses
- ▶ The attractiveness of the region for international creative talent

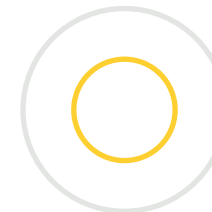
HOW?

A one-stop shop for the creative industries

Creative Amsterdam offers national and international companies access to the creative potential of the region. Conversely, it also helps the region's creative companies find the right facilities to stimulate their entrepreneurialism.

The programme does this through three key activities:

- ▶ Concentrating information and activities, by bringing them together in a single physical and digital location: www.creativeamsterdam.nl
- ▶ Facilitating, by improving services to foreign companies and to starting and growing entrepreneurs
- ▶ Promoting the creative industries in the region so that they attract national and international attention



Exposure and more

The Amsterdam Metropolitan Area is the home of talents like DJ Tiësto, who fills dancefloors all over the world and played live during the opening ceremony of the Olympic Games in Athens, provocative photographer Erwin Olaf, who gained notoriety for his portrait of a Princess Diana look-alike with a bloody Mercedes emblem on her arm, architect Ben van Berkel whose designs stretch from New York (Ground Zero) to Korea (Galleria Seoul), writer Arthur Japin whose books are published in over 20 countries, the internationally famous artist and violinist Armando and cameraman turned director Jan de Bont, whose films include Speed. Then there's cult jeans brand G-star, the game portals of Spill Group and the Dutch music site Fabchannel, which won one of the Internet's most coveted prizes in New York's Webby Awards.